

### REMARKS

This application has been carefully reviewed in light of the Office Action dated August 14, 2009. Claims 1 to 20 and 22 remain pending in the application, of which Claims 1, 20 and 22 are independent. Reconsideration and further examination are respectfully requested.

Claims 1 to 8, 10, 17 to 20 and 22 were rejected under 35 U.S.C. § 102(b) over U.S. Publication No. 2001/0053247 (Sowinski), Claims 9 and 11 were rejected under 35 U.S.C. § 103(a) over Sowinski in view of U.S. Patent No. 6,823,459 (Horikoshi), Claim 12 was rejected under § 103(a) over Sowinski in view of U.S. Publication No. 2002/0126322 (Kadowaki), and Claims 13 to 16 were rejected under § 103(a) over Sowinski in view of Japan 2002-312429 (Shinichi). Reconsideration and withdrawal of the rejections are respectfully requested.

The claims generally relate to setting personalized information associated with an identified operator of an image reading apparatus for performing various types of printing operations. Generally, the operator is identified by, for example, inserting a personalized IC card into a reader of the image reading apparatus, whereby personalized service information associated with the identified operator is acquired and includes setting information for each of a plurality of external services. A setting screen, a setting procedure and contents of settings are then personalized based on the acquired personalized service information. When the operator selects a service, various settings that have been set based on the personalized setting, together with generated digital image data that is generated by reading an original document, are transmitted to the selected service.

Referring specifically to the claims, Claim 1 is directed to an image reading apparatus arranged to connect, via a network, to a plurality of external services, each of which provides a service for processing image data generated in the image reading apparatus, the image reading apparatus comprising an image reading unit configured to read an image on an original document and generate digital image data corresponding to the read image, an identification unit configured to identify an operator of the image reading apparatus, an acquiring unit configured to acquire personalized service information which is associated with the identified operator and includes setting information for each of the plurality of external services, a personalizing unit configured to personalize a setting screen, a setting procedure, and contents of settings according to the acquired personalized service information, and a transmitting unit configured to transmit various settings which have been set based on the setting screen, setting procedure, and contents of the settings personalized by said personalizing unit, together with the generated digital image data via the network to one of the plurality of external services which is selected by the identified operator.

Claims 20 and 22 are method and computer medium claims, respectively, that substantially correspond to Claim 1.

The applied art, alone or in any permissible combination, is not seen to disclose or to suggest the features of Claims 1, 20 and 22, and in particular, is not seen to disclose or to suggest at least the features of an image reading apparatus i) identifying an operator of the image reading apparatus, ii) acquiring personalized service information which is associated with the identified operator and includes setting information for each of the plurality of external services, iii) personalizing a setting screen, a setting procedure, and

contents of settings according to the acquired personalized service information, and iv) transmitting various settings which have been set based on the setting screen, setting procedure, and contents of the settings personalized by said personalizing unit, together with the generated digital image data via the network to one of the plurality of external services which is selected by the identified operator.

Sowinski is seen to disclose that film is scanned to generate an image, various looks are applied to the image and provided to the customer so that the customer can then select a preferred look that is then applied to the image to produce a processed image. Sowinski is merely seen to teach that a customer is identified based on a customer ID and password and that pre-built preference profiles are provided to the customer. However, Sowinski is not seen to teach that, once the personalized setting information is acquired based on the identified operator, that setting screen, setting procedure, and contents are personalized and set and then transmitted to the external service, together with generated image data. Thus, Claims 1, 20 and 22 are not believed to be anticipated by Sowinski.

Horikoshi is merely seen to disclose the use of an RFID system in which, when an RFID device that does not have access authorization passes through a portal gate, a tamper bit signal is changed. However, Horikoshi is not seen to teach anything that, when combined with Sowinski, would have resulted in at least the features of an image reading apparatus i) identifying an operator of the image reading apparatus, ii) acquiring personalized service information which is associated with the identified operator and includes setting information for each of the plurality of external services, iii) personalizing a setting screen, a setting procedure, and contents of settings according to the acquired

personalized service information, and iv) transmitting various settings which have been set based on the setting screen, setting procedure, and contents of the settings personalized by said personalizing unit, together with the generated digital image data via the network to one of the plurality of external services which is selected by the identified operator.

Kadowaki is merely seen to disclose an image processing apparatus which realizes individual setting for each user based on individual setting information corresponding to a user ID, when the user performs facsimile transmission. Kadowaki acquires individual setting information from a server through a network, and that information is then utilized by the internal facsimile function. However, Kadowaki is not seen to teach anything that, when combined with Sowinski and/or Horikoshi, would have resulted in at least the features of an image reading apparatus i) identifying an operator of the image reading apparatus, ii) acquiring personalized service information which is associated with the identified operator and includes setting information for each of the plurality of external services, iii) personalizing a setting screen, a setting procedure, and contents of settings according to the acquired personalized service information, and iv) transmitting various settings which have been set based on the setting screen, setting procedure, and contents of the settings personalized by said personalizing unit, together with the generated digital image data via the network to one of the plurality of external services which is selected by the identified operator.

Shinici is merely seen to teach the use of personalized information for ordering a bookbinding service of a diary. However, Shinici is not seen to teach anything that, when combined with Sowinski, Kadowaki and/or Horikoshi, would have resulted in the features of an image reading apparatus i) identifying an operator of the image reading

apparatus, ii) acquiring personalized service information which is associated with the identified operator and includes setting information for each of the plurality of external services, iii) personalizing a setting screen, a setting procedure, and contents of settings according to the acquired personalized service information, and iv) transmitting various settings which have been set based on the setting screen, setting procedure, and contents of the settings personalized by said personalizing unit, together with the generated digital image data via the network to one of the plurality of external services which is selected by the identified operator.

In view of the foregoing amendments and remarks, amended independent Claims 1, 20 and 22, as well as the claims dependent therefrom, are believed to be allowable.

No other matters having been raised, the entire application is believed to be in condition for allowance and such action is respectfully requested at the Examiner's earliest convenience.

Applicant's undersigned attorney may be reached in our Costa Mesa, California office at (714) 540-8700. All correspondence should continue to be directed to our below-listed address.

Respectfully submitted,

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